

COMMONWEALTH OF KENTUCKY  
BEFORE THE PUBLIC SERVICE COMMISSION

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In the Matter of:

THE APPLICATION OF MULTI-PAGE, INC., FOR A )  
CERTIFICATE OF PUBLIC CONVENIENCE AND )  
NECESSITY PURSUANT TO KRS 278.020 TO EXPAND )  
SERVICES BY PROVIDING AUTOMATIC, ONE-WAY, )  
DIRECT DIAL RADIO PAGING SERVICE (TONE ONLY,) )  
TONE/VOICE AND DISPLAY) AND AUTOMATIC, DI- )  
RECT DIAL TWO-WAY MOBILE TELEPHONE SERVICE )  
TO THE PUBLIC IN THE COUNTIES OF CHRISTIAN, ) CASE NO. 9418  
TODD, LOGAN AND SIMPSON, KENTUCKY; TO )  
PROVIDE EXTENDED AREA SERVICE FOR THE ABOVE )  
COUNTIES AND THE EXISTING SERVICE AREA OF )  
MULTI-PAGE; TO INTERCONNECT THE PROPOSED )  
SYSTEM WITH THE SOUTH CENTRAL BELL TELEPHONE )  
COMPANY; AND FOR APPROVAL OF RATES, CHARGES )  
RULES AND RELATED MATTERS FOR SUCH SERVICE )

O R D E R

On September 10, 1985, Multi-Page, Inc., ("Multipage") filed its application for a certificate of public convenience and necessity to provide automatic, one-way, direct dial radio paging service (tone only, tone/voice, and display), and automatic, direct dial two-way mobile telephone service to the public in the counties of Christian (including the city of Hopkinsville), Todd (including the city of Elkton), Logan (including the city of Russellville), and Simpson (including the city of Franklin).

Multipage is a Kentucky corporation formed under KRS 271A, with its business office located in Elizabethtown, Kentucky. Multipage currently provides similar services in the mobile

telephone and paging business in Elizabethtown, Leitchfield, Radcliff and Bowling Green, Kentucky. Multipage proposes to provide its customers with extended area service encompassing the proposed counties and those areas it currently serves.

On September 12, 1985, a letter was sent by the Commission to Answering Service of Hopkinsville ("AOH"), a business with which the proposed Multipage service might compete. AOH's response letter was received on September 27, 1985.

In its letter, AOH requested an investigation in this matter, stating that in its opinion there did not exist a public need for the proposed Multipage service. On September 30, 1985, AOH was contacted by the Commission, via telephone, and in that conversation the representative for AOH stated that she would not be able to attend a hearing but wished to be kept informed on the status of the case.

In response to the AOH's inquiry, a Commission Order dated October 15, 1985, was issued which required Multipage to show that there was indeed "public need" for its proposed service in those areas requested.

On November 4, 1985, Multipage filed results of a survey of potential customers which included names of persons or firms who expressed interest in obtaining service from the applicant. Multipage requested that the Commission grant this information confidential treatment in accordance with Section 7 of the Commission's Rules of Procedure.

In determining whether or not the material submitted by Multipage should be treated as confidential commercial information, the Commission must balance the public's interest against possible harm to private, competitive interests resulting if such information were made public record. There is clearly evidence in this case that actual competition exists in the market area proposed by Multipage, and there is a likelihood of competitive harm to Multipage if the said information was available for public review.

The Commission finds that the customer survey submitted by the applicant demonstrates that there is a need for the proposed Multipage service. Having established that there is public need for the service, the Commission must determine if Multipage is financially and technically capable of providing that service.

On September 17, 1985, a filing deficiency letter was sent to Multipage from the Commission Secretary's office. Multipage filed its response to this letter on October 9, 1985. In its response Multipage included a copy of the Federal Communication Commission's ("FCC") certificate granting the applicant permission to construct an antenna site at Hopkinsville, Kentucky, one of two antenna sites needed to service the proposed area. Approval for the second antenna site, at Russellville, Kentucky, is still pending with the FCC.

As for Multipage's ability to maintain the facility equipment, the Commission recognizes that Multipage currently operates and maintains a similar service. In addition Multipage

has provided the Commission specific information concerning the maintenance of the Hopkinsville and Russellville transmitters. Multipage states that the proposed Russellville transmitter will be maintained by Mobile Communications Service of Bowling Green, Kentucky, an authorized Morotolla service shop for mobile and paging systems. The Hopkinsville site will be maintained by Multipage's own FCC licensed technician.

In their December 18, 1985, response to a Commission Order dated November 27, 1985, the applicant requested that all customers in the proposed service area be subject to the rates and provisions of the current Multipage tariff in effect for the company's present Kentucky operations.

The Commission, having considered the evidence of record and being advised, is of the opinion and finds that:

(1) Multipage has shown good cause in support of its request for confidential treatment of the potential customer survey filed with the Commission.

(2) There is a public need for Multipage's proposed services in those areas set forth in their application.

(3) Multipage is financially and technically capable of providing the proposed service.

(4) Multipage's current rates and charges on file with the Commission for its present service areas are fair, just and reasonable for its proposed service area.

(5) Multipage should be granted a certificate of public convenience and necessity to construct and operate its proposed

(4) Multipage's current rates and charges on file with the Commission for its present service areas are fair, just and reasonable for its proposed service area.

(5) Multipage should be granted a certificate of public convenience and necessity to construct and operate its proposed service in Christian, Todd, Logan and Simpson counties in Kentucky.

IT IS THEREFORE ORDERED THAT:

(1) The customer survey list filed by Multipage be and hereby is granted confidential treatment in accordance with the provisions of Section 7 of the Commission's Rules of Procedure.

(2) Multipage be and hereby is granted a certificate of public convenience and necessity to construct and operate its proposed paging and mobile telephone service in the counties of Christian, Todd, Logan and Simpson, in Kentucky.

(3) Prior to construction of the Russellville facility, Multipage shall file with the Commission a copy of the required FCC authorization to construct the said facility.

(4) Within 30 days of the date of this Order, Multipage shall file with the Commission revised tariff sheets showing that the area certified herein is a part of the service area governed by its currently approved tariffs.

Done at Frankfort, Kentucky, this 11th day of March, 1986.

PUBLIC SERVICE COMMISSION

*Richard D. Herman, Jr.*  
Chairman

*[Signature]*  
Vice Chairman

*Spencer N. Williams*  
Commissioner

ATTEST:

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Secretary